

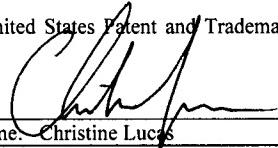
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Lawrence Morrisroe, et al. Examiner: Yehdega Retta
Serial No. 10/696,295 Group Art Unit: 3622
Filed: October 28, 2003 Docket No. 85804-010801
Title: METHOD AND SYSTEM FOR CREATING, SERVING AND
TRACKING ADVERTISEMENTS
Customer No.: 76058

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted electronically to the United States Patent and Trademark Office via the EFS Web e-Filing system on August 5, 2008.


Name: Christine Lucas

RESPONSE TO NON-FINAL OFFICE ACTION

Date: August 5, 2008

Mail Stop Amendment
Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir:

This paper is being filed in response to the Office Action mailed May 5, 2008.